

FILE

# fashion calendar

## 1970

MARCH 23

30th year • issued weekly

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
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JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

## WEEK BEGINNING MONDAY, MARCH 23, 1970

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 23 11:00 A.M. and 3:00 P.M.	INTERNATIONAL SPRING FASHION SHOWINGS International fashion shows for benefit NYC Division American Cancer Society Hon. Chmn: Duchess of Windsor. Chmn: Mrs. Edward F. Hutton and Mrs. Edwin I. Hilson. Price: \$10.00 each. By invitation. Commentator: Francine Farkas, Fashion Director, Alexander's. Public Relations and Publicity: Alexandre Tarsaidze, Serge Obolensky Associates, 421-8266.	ALEXANDER'S	LEX. AVE. & 58TH ST. 3RD FLOOR
Beginning Monday March 23	FALL COLLECTION FROM AUSTRIA Continuous showings of pantsuits, coats, suits, sweaters, silk scarves, hats, silk and cotton blouses from Austria. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Beginning Monday March 23	OPENING OF FALL COLLECTIONS Continuous showings of imported suits, sweaters, velour sportswear. By appointment. Contact: Marta Kramer, 947-3191.	TRES VITE	108 WEST 39TH STREET SHOWROOM - 11TH FLOOR
Tuesday March 24 2:00 P.M.	OPENING: EARLY FALL COLLECTION Also March 26, 31 at 2:00. By appointment. Contact: Miss Pat, 695-5100.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday March 24 4:30 P.M. Cocktails	PRESS PREVIEW: CARPET VIGNETTES Preview of new carpeting. By invitation only. Publicity: Pat Ockenfels, Bell & Stanton, PL. 9-4800.	E.T. BARWICK INDUSTRIES	131 PRINCE STREET 4TH FLOOR
Tuesday March 24 5:00 P.M.- 7:00 P.M.	"IRISH HOUSES AND CASTLES" Mr. Desmond Guinness, President-Founder, Irish Georgian Society, will discuss "Irish Houses and Castles". By invitation. Contact: 421-8765.	NSID (N.Y. CHAPTER) (136 EAST 57TH STREET)	JACK LENOR LARSON SHOWRO 232 EAST 59TH STREET
Beginning Tuesday March 24	OPENING OF NEW KNIT DIVISION First knit collection by Eleanor Brenner. Continuous by appointment. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE KNITS	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday March 24- May 10	OPENING OF ART EXHIBIT Five paintings by the political cartoonist, Thomas Nast. (Press Day: Mon., March 23, 9:30 - 5:30.) Public Relations: Leon Levine or Patricia Behrmann, 249-4100.	WHITNEY MUSEUM OF AMERICAN ART	945 MADISON AVENUE AT 75TH STREET
Wednesday March 25 11:30 A.M.	CUSTOMER SHOWING Showing of Spring-Summer collection by Kasper for Joan Leslie. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF 5TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 25 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Spring, Easter, Resort Fashions for the Fashionable Male". (\$5.95): CI. 6-9171.	ALEXANDER SHIELDS (485 PARK AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET Reservations Ellen Perl, TE. 2-8212.
Wednesday March 25 4:30 P.M. Champagne	"COLLECTION DE PRINTEMPS 1970" Presentation of Spring hair fashions at 5:00. By invitation. Contact: UN. 1-0700. Publicity: Muriel Durand, 355-6744.	MONSIEUR MARC	22 EAST 65TH STREET 2ND FLOOR
Wednesday March 25 4:30 P.M. Cocktails	PRESS PREVIEW: WALL COVERINGS Introduction of new wall coverings. By invitation only. Publicity: Pat Ockenfels, Bell & Stanton, PL. 9-4800.	WALLCRAFT (E.T. BARWICK)	131 PRINCE STEEET 4TH FLOOR
Thursday March 26 12:00 Noon Luncheon	ISRAELI BENEFIT FASHION SHOW Celebrities will model fashions from Israel. Accessories: Best & Co. Fashion Coordinator: Vera Bacal. Commentator: Wyatt Cooper. Hon. Chmn: Pauline Trigere. <u>Show at 2:00.</u> Reservations: minimum purchase \$500 Israel bond and \$6.50 for luncheon. Contact: 215 Park Avenue South, 677-9650 Ext. 361.	ISRAEL BONDS- N.Y. WOMENS DIV.	HOTEL AMERICANA IMPERIAL BALLROOM
March 26	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, 695-5100		
Thursday March 26 3:30 P.M.	FALL PREVIEW: KNIT COLLECTION By invitation only. Contact: Isabelle Crawford, LW. 4-9000.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR

Saturday March 28- April 1	8TH ANNUAL SKI SHOW Hours: 9:00 - 5:00. Contact: Ralph des Roches, 432 Park Avenue South, 689-1266.	SKI INDUSTRIES AMERICA	AMBASSADOR HOTEL LOS ANGELES, CALIF.
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EASTER SUNDAY FASHION SHOWINGS IN NEW YORK CITY

Sunday March 29 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON Show at 2:00 P.M. in Terrace Room; at 2:45 P.M. in Persian Room. Price: \$12.50. Reservations: Banquet Dept., PL. 9-7010. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR; J.G. COUTURE	HOTEL PLAZA TERRACE; PERSIAN ROOMS
Sunday March 29 1:00 P.M. Dinner	EASTER SUNDAY FASHION SHOW "Straw Hat Time at the Waldorf". Millinery: Vincent & Bill. Furs: Reiss & Fabrizio. Fragrance: Fabergé. Fashions by: Pierre Cardin, Design Thai, Modern Couture, Leo Narducci, Sportempos, Ellen Tracy; also a group in Trevira. Dinner: 1:00 - 9:00. <u>Show at 2:00.</u> Reservations (\$10.00): 355-3000. Fashion Show Director: Mia Grau, PL. 5-1127.	VARIOUS MANUFACTURERS	WALDORF-ASTORIA PEACOCK ALLEY
Sunday March 29 1:00 P.M. Luncheon	EASTER SEAL BENEFIT Summer collection by Michael Dayan for Tapemeasure at Easter Sunday luncheon. By reservation. Price: \$22.50. Contact: Jeanette Fritchie, 156 East 52nd Street, 688-4886.	TAPEMEASURE; SUNSHINE BISCUITS	HOTEL PLAZA BAROQUE; BALLROOM

(continued on following page)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
EASTER SUNDAY FASHION SHOWINGS (continued from page 2)			
Sunday March 29 1:00 P.M. Dinner	EASTER FASHION SHOWING "Straw Hat Time at the Waldorf". Furs: Ben Kahn. Millinery: Cesar Rubio. Fragrance: Fabergé. Fashions by: Pierre Cardin, Design Thai, Nat Kaplan, Modern Couture, Leo Narducci, Ellen Tracy; also a group in Trevira. <u>Show at 3:00.</u> Reservations (\$10.00): 355-3000. Fashion Show Director: Mia Grau, PL. 5-1127.	VARIOUS MANUFACTURERS	WALDORF-ASTORIA EMPIRE ROOM
Monday March 30 5:00 P.M.	RETROSPECTIVE EXHIBITION Showing of Vera's paintings from 1945-1970. Sale of limited edition silk screens for benefit FIT. By invitation only. Publicity: Rea Lubar, 279-0790.	VERA	EMILE WALTER GALLERY 121 EAST 57TH STREET
Beginning Monday March 30	FALL KNITS AND COSTUMES Fall knits and costumes designed by Cara Kirby, Susumu, Pierre Lucé; continuous showings. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday March 31 9:00 A.M. Coffee	3RD ANNUAL DESIGN AWARDS Presentation of awards to students of Parsons School of Design. By invitation. Contact: EL. 5-6800.	BONWIT TELLER	SHOE DEPT. 8TH FLOOR
Tuesday March 31 9:30 A.M.	PREVIEW OF FALL COLLECTION By reservation. Contact: WI. 7-4551.	TIFFEAU BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday March 31 9:30 A.M. and 2:30 P.M.	"COLOR '71" PRESENTATIONS Two presentations of "Color Voices - Spring Plantings '71". ( <u>Repeat Shows: Wed., April 1 at 9:30 and 2:30.</u> ) All showings by invitation. Contact: 262-7171. Publicity: Susan Lifton, The Rowland Company, MU. 8-1200.	EASTMAN CHEMICAL PRODUCTS	1133 SIXTH AVENUE 44TH FLOOR
March 31	2:30 P.M., EASTMAN CHEMICAL "COLOR VOICES" PRESENTATION (see above)		
Tuesday March 31 5:30 P.M.- 8:00 P.M.	PREVIEW: NEW ANTIQUES SHOP Opening of Mallett of London antiques shop. <u>Invitations will be issued.</u> Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
April 1	9:30 A.M., EASTMAN CHEMICAL "COLOR VOICES" PRESENTATION (see above)		
Wednesday April 1 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "The New Rich Hippie Look, in Leather for Him and Her". Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	STEVE SAUNDERS FOR BUCKROE	BARBETTA RESTAURANT 321 WEST 46TH STREET
April 1	2:30 P.M., EASTMAN CHEMICAL "COLOR VOICES" PRESENTATION (see above)		
Beginning Wednesday April 1	OPENING OF FALL COLLECTION Continuous showings. Contact: LW. 4-4197.	GREGG DRADDY	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 2 11:00 A.M. & 3:00 P.M.	SHOWING OF FALL KNITWEAR Ready-to-wear knits and accessories. Contact: Libby King, 535-3542.	HALSTON INTERNATIONAL	33 EAST 68TH STREET SHOWROOM - 3RD FLOOR
Thursday April 2 6:00 P.M.	SPRING FASHION PRESENTATION Showing in cooperation with <u>Vogue</u> and Gilbey's Vodka. Open to public. Publicity: Adrienne Seiden, OR. 5-1000.	FRANKLIN SIMON	4TH FLOOR PROMENADE
Saturday April 4- April 12	14TH ANNUAL AUTO SHOW Over 600 cars will be on display, including new subcompacts and luxury cars. (Second annual International Symposium on the Automobile, sponsored by Society of Automotive Engineers, Wed., April 8, Park-Sheraton Hotel; speaker: Lord Donald Stokes, board chairman, British Leyland Motors.) Public Relations: Gene Graf, 331 Madison Avenue, MU. 2-4802.	INTERNATIONAL AUTOMOBILE SHOW	N.Y. COLISEUM COLUMBUS CIRCLE
Sunday April 5- April 8	FALL MARKET WEEK Over 300 boys' and young men's manufacturers will exhibit Fall lines on 5th-11th floors; 200 manufacturers will show in special "Children's World" on 12th floor. <u>Breakfast fashion shows, April 6, 7, 8 at 8:00 A.M., sponsored by Celanese Fibers, price: \$5.00. Luncheon seminar "Encounter 1970", Mon., April 6, 12:00 Noon, price: \$2.50. Contact: Robert Gur-Arie, 594-5130.</u>	BAMA (10 W. 33RD ST.)	HOTEL NEW YORKER 8TH AVE. & 34TH ST.
April 5- April 9	21ST FASHION WEEK IN MUNICH. Contact: Gerald Kallman Associates, 30 Journal Square, Jersey City, N.J., 201-653-3304.		
Monday April 6 3:30 P.M.	FALL-WINTER BRIDAL COLLECTION By invitation only. Thereafter by appointment. Contact: Gulie Pollock, 244-3847.	PRISCILLA OF BOSTON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday April 6	OPENING OF FALL COLLECTION Continuous showings, by reservation. Contact: Sherry Strauss, CO. 5-3700.	LADY MANHATTAN	1407 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday April 6	SHOWING OF FALL KNIT COLLECTION "The Look of First Fall"--continuous showings of knitwear by Stan Herman. Contact: 524-3813.	MR. MORT BY STAN HERMAN	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday April 6	OPENING: EARLY FALL COLLECTION Continuous, by appointment. Contact: Florence Stelzer, 564-4130.	PLW BY LEE EVANS	1407 BROADWAY SHOWROOM - 39TH FLOOR
Beginning Monday April 6	EARLY FALL COLLECTION Continuous showings. Contact: CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday April 6	BACK-TO-SCHOOL COLLECTION Shirts, sweaters, and a new concept in toddler's collection. By reservation. Contact: Tom Rosenthal, 947-8100. Publicity: Janet Laib, UN. 1-0110.	ROB ROY	34 WEST 33RD STREET SHOWROOM - 4TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday April 6	OPENING OF FALL COLLECTION Boutique, men's and young men's sportswear collections designed by Jerry Lauren. By reservation. Contact: Tony Margolis, 947-8100. Publicity: Janet Laib, UN. 1-0110.	STROBE	34 WEST 33RD STREET SHOWROOM - 4TH FLOOR

Monday April 6-May 1	FALL READY-TO-WEAR FROM IRELAND By appointment. Publicity: Ruth Hammer Associates, 246-4818.	STRELITZ	ST. MORITZ HOTEL PRIVATE SUITE
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Monday April 6-April 10	40TH READY-TO-WEAR SHOWINGS IN ITALY	CENTRO DI FIRENZE PER LA MODA ITALIANA	PITTI PALACE FLORENCE, ITALY
	<u>Mon., April 6:</u>	4:30 P.M. Opening ceremony 5:30 P.M. <u>Furs</u> by: Le Gardien, Roberto Cavalli, Lesy, Aldo Prisco, Gianni de Rossi, Italbrit, Soldano, Zanichelli, Assunta, Pellegrini, Parodi, Fendi, Melloni 9:30 P.M. <u>Menswear</u> by: Max Vita, Corsini, Barbaro, Rosati, Nativo, Mimmo Siviglia, Tommy Carenci, Valentini, Baratta, Litrico, Datti-Rocchi Linea, Ken Scott	
	<u>Tues., April 7:</u>	10:00 A.M. <u>Leather</u> by: Montedoro, Ferragamo, Trel, Pi-Cri, Avolio, Garbell, Glans, Daniele, Bertoli, Gibo, Krizia, Puccetti, Lux Sport, Litrico, Wanda Roveda 3:30 P.M. <u>Boutique</u> by: Knnki Shop Diffusion, Misterfox, Paola Signorini, M. Lante Della Rovere, Eguzquiza, Nucci d'Angio, Billy Ballo, Tendresse, La Mendola, Caumont, Valдитеvere, Livio de Simone	
	<u>Wed., April 8:</u>	3:30 P.M. <u>Ready-to-wear</u> by: Enzo, Faraoni, Fabiani, Sorelle Fontana, Gregoriana, Heinz Riva, Lancetti, Mila Schoen, Ognibene-Zendman, Sarli, Antonelli, Schuberth, Titti Brugnoli, Tita Rossi, Tiziani, Zanolli, Andre Laug, Balestra, Baratta, Barocco, Carosa, Centinaro	
	<u>Thurs., April 9:</u>	10:00 A.M. <u>Knitwear</u> by: Ken Scott, Lancetti, Maljana, Gibi Missoni, Albertina, Celli, Bonard, Mirsa, Trico, Naka, Ilaria Gentucca, Noni Sport, Nardini, Ferrero, Laura Aponte, Avagolf	
	Contact: Centro di Firenze per la Moda Italiana, Viale Gramsci, 9/A 50121 Florence, Italy		

Tuesday April 7-April 9	3RD INTERNATIONAL LINGERIE EXHIBITION	INTIMEX '70	HOTEL AMERICANA ALBERT HALL
9:00 A.M.-6:00 P.M.	Sponsors: Allied Underwear Assn., Associated Corset and Brassiere Mfrs., Corset and Brassiere Assn of America, Lingerie Industry Council, Lingerie Mfrs. Assn., Negligee Mfrs. Assn. <u>Work Session: Tues., April 7, 9:00 - 11:00</u> , "The Swinging, Surging '70s", speakers: Arthur Garson, The Lovable Co., Donald Lewis, Nan Flower Lingerie; Wayne Marquesen, Hollywood Vassar-ette; John Moriarty, Warner's; Anthony Ritter, The Barbizon Corp. <u>Orien-tation Seminar: "Introduction to Electronic Data Processing for Makers of Intimate Apparel"</u> , Wed., April 8, Thurs., April 9, 9:00 - 11:00, speaker: Neal Hochman, Chevette. Fashion Show for benefit FIT Educational Founda-tion, Wed., April 8, 6:00 P.M., tickets: \$10.00 each. Contact: Millet Marketing Services, 30 East 60th Street, 755-7797.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 7 10:00 A.M. & 11:30 A.M.	TWO SHOWINGS OF FALL COLLECTION Second show at 11:30. Contact: LO. 5-6340.	FAIRMOOR	512 SEVENTH AVENUE SHOWROOM - 18TH FLOOR Continuous thereafter.
Tuesday April 7 11:00 A.M.	OPENING OF FALL CAPSULE COLLECTION By invitation. Thereafter by appointment. Contact:	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR LO. 4-3246.
Tuesday April 7 2:00 P.M. & 3:45 P.M.	TWO SHOWINGS OF FALL COLLECTION Second show at 3:45. Contact: Miss Erika, 594-6900.	SPORTOWNE	500 SEVENTH AVENUE SHOWROOM - 7TH FLOOR Continuous thereafter.
Tuesday April 7- April 10	FASHIONS FROM VIENNA Fall '70 ready-to-wear, sportswear, active sportswear, skiwear, apres- skiwear, loungewear, menswear, accessories from Vienna. By invitation. Publicity: Ruth Hammer Associates, 246-4820.	AUSTRIAN TRADE DELEGATE	HOTEL PLAZA 11TH FLOOR
Wednesday April 8 8:30 A.M. Coffee	EUROPEAN FASHION TRENDS SHOW Show at 9:15. By invitation only. For press, retailers, manufacturers. Contact: Chip Tolbert, PL. 9-3232.	ESQUIRE (488 MADISON AVE.)	AMERICANA HOTEL GEORGIAN ROOM
Wednesday April 8 10:30 A.M.	PREVIEW OF IMPORT FASHIONS Fashions by Marie Chantel, Paris; Obo Knits, Barbados; Bus Stop, London; presented by Apparel Presentation of Today and Yesterday--a new concept in international fashion merchandising. By invitation. Contact: Bob Kline- man or Jeanette Parkes, 239-8665.	APTT	1407 BROADWAY SHOWROOM - 15TH FLOOR
Wednesday April 8 2:00 P.M. & 3:45 P.M.	TWO SHOWINGS OF FALL COLLECTION Second show at 3:45. Both shows by reservation. Continuous thereafter. Contact: LO. 5-2636.	RUSSEL TAYLOR	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday April 8 4:00 P.M.- 6:00 P.M.	AWARD PRESENTATION AND RECEPTION Presentation of 1970 Cotton Award and showing of award winner's cotton fashions. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL	RAFFLES 5TH AVE. & 59TH ST.
Friday April 10 12:00 Noon	FASHION GROUP LUNCHEON MEETING More information will be published in future issues. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
April 11- April 16	PRET-A-PORER (ready-to-wear) in Paris, Parc des Expositions, Porte de Versailles. Contact: 69, rue de Richelieu, Paris II.		
Sunday April 12- April 16	BOSTON GIFT SHOW Contact: Bob or Maxine Carman, MU. 3-3380.	LITTLE BROTHERS SHOWS (220 FIFTH AVENUE)	WAR MEMORIAL AUDITORIUM BOSTON, MASS.
Sunday April 12- June 28	OPENING: ANNUAL FLEA MARKET Hours: 1:00 - 7:00. Admission: \$1.00. Publicity: Pearl Winick, BE. 3-6010.	NEW YORK ARTS AND ANTIQUES (97 DUANE ST.)	6TH AVENUE AND 25TH STREET



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday April 13- April 24	FASHION FORTNIGHT Showings of dresses, coats, suits, boutique knitwear, suede, leather, topcoats, rainwear, furs. Contact: 54 Grosvenor St., London.	CLOTHING EXPORT COUNCIL	CHELSEA TOWN HALL LONDON, ENGLAND
Tuesday April 14- April 17	CANADIAN READY-TO-WEAR Showing of coats, suits, dresses, sportswear, rainwear, knits, skiwear, sport coats (leather, suede, fake fur). By appointment. Contact: Don Russell, 586-2400.	CANADIAN DEPT. TRADE, INDUSTRY, COMMERCE	HOTEL McALPIN 7TH FLOOR
Wednesday April 15 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Rick Feinstein, BR. 9-0952.	ROYAL PARK COUTURE BY JAN STRASS	HOTEL PLAZA STATE SUITE
Wednesday April 15 11:00 A.M. & 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION "70's RPM"--bodywear, daywear, nightwear. By invitation only. Contact: Mary Ann Shraky, 682-8510.	GOSSARD-ARTEMIS	330 MADISON AVENUE SHOWROOM - PENTHOUSE
April 15- April 19	FRANKFURT FUR FAIR. Contact: Frankfurter Ranchwarend-Messe GmbH, 1 Bettinaplatz, 6 Frankfurt/M 7, Germany		
Thursday April 16 9:00 A.M. Breakfast	PRESS PREVIEW: FALL BRIDAL COLLECTION Preview of Fall bridal collection, including debutante and formal gowns, designed by Phyllis Bianchi. By invitation only. Also showing: Monday, April 20, 10:00 and 2:00; Tuesday, April 21, 10:00; Tuesday, April 28, 10:00. By appointment. Contact: Ray Baldasaro, BR. 9-0292. Public Relations: Margaret Hodge Co., 1270 Sixth Avenue, 765-0653.	BIANCHI	499 SEVENTH FLOOR SHOWROOM - 10TH FLOOR
April 18- April 22	ANNUAL SNOW SHOW, McALPIN HOTEL. Contact: Doris Taplinger, Ski Council of America, 415 Madison Avenue, TR. 4-3030.		
April 18- April 23	1970 SKI SHOW, STATLER-HILTON HOTEL. Contact: Ralph des Roches, Ski Industries America, 432 Park Avenue South, 689-1266.		
Sunday April 19	OPENING OF FALL COLLECTIONS, LOS ANGELES FASHION GUILD, LOS ANGELES, CALIF. Contact: Marjorie Carne, 110 E. 9th St., L.A. 90015, 213-627-1034.		
Monday April 20 9:00 A.M. Breakfast	FALL COLLECTION IN CALIFORNIA Show at 9:30. By reservation. Thereafter by appointment, in showroom. Contact: Dolores Byers, 213-627-9154.	TRAVILLA (122 E. 7TH ST.)	BILTMORE HOTEL LOS ANGELES, CALIF.
Beginning Monday April 20	FALL COLLECTION IN CALIFORNIA Showing April 20, 21, 22, 29 at 9:30 A.M. By reservation. Contact: Walter Oppenheimer, 213-MA. 7-0806.	HELGA	722 S. LOS ANGELES ST. SHOWROOM
Beginning Tuesday April 21	FALL COLLECTION IN CALIFORNIA Showings at 10:30 and 2:30. By reservation. Contact: Dick Steiner, 213-MA. 7-5427.	ESTEVEZ FOR NEAL	719 S. LOS ANGELES ST. SHOWROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 21	PASSOVER (April 21-28)	Begins at sundown, Monday, April 20	
Thursday April 23- May 1	SHOWINGS: FRENCH READY-TO-WEAR Sportswear, dresses, coats, suits, rainwear by members of Fédération Française des Industries du Vetement Feminin. By appointment. Publicity: Ruth Hammer Associates, 246-4820.	27 FRENCH MFRS. OF PRET-A-PORTER	N.Y. HILTON PRIVATE SUITES
Beginning Monday April 27	OPENING OF FALL COLLECTIONS Continuous showings. Contact: WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday April 27	OPENING OF FALL COLLECTION Continuous showings. Contact: LO. 4-8190.	RONNIE SIMON FOR THE FIFTH ADDITION	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday April 27	FALL COLLECTION BY TERRY MORTON By reservation. Contact: BR. 9-0952.	PARNES FEINSTEIN; PF KNITS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday April 28 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Doug Sylvia, OX. 5-2900.	STJ BY MARSHALL KLUGMAN	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday April 28 10:00 A.M.	PREMIERE OF FALL COLLECTION Also April 30, May 5, 7 at 10:00. By appointment. PE. 6-2291.	GININI (DIV. ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR Contact: Teri White,
Tuesday April 28 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: 524-4510.	GINO CHARLES BY BEVERLY MOYER	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday April 28 12:00 Noon	PREVIEW: FALL COLLECTION By invitation only. Thereafter by appointment. <u>(Note Change of Time and Place)</u> Contact: OX. 5-4270 or 868-2880.	ANNEMARIE GARDIN FOR PAPILLON	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 28 2:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: OX. 5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday April 28 3:30 P.M.	PRESS PREVIEW: FALL LOUNGEWEAR "Mr. Mort's Way of Looking at Home". Premiere of new loungewear collection by Stan Herman and Barbara Larson. By invitation. Contact: Roy Kleegeer, 768-0125.	STAN HERMAN/MR. MORT FOR CHARMFIT/YOUTHCRAFT	90 PARK AVENUE LOBBY
Beginning Tuesday April 28	OPENING OF FALL COLLECTION Day through dinner clothes by Eleanor Brenner. Continuous by appointment. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday April 28	OPENING OF FALL COLLECTION By appointment. Contact: Alina Roux, 249-9600.	KEN SCOTT	17 EAST 67TH STREET SHOWROOM - 3RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 29 9:00 A.M.	OPENING OF FALL SPORTSWEAR Showing of Fall sportswear by Jaeger, and the Carlo Palazzi collection for men and women. For press and buyers. Also May 5, 12 at 9:00. By reservation. Contact: Gloria Mark, PL. 8-6211. Publicity: Marianne Dubé Associates, 123 East 26th Street, 684-7750.	JAEGER	1407 BROADWAY SHOWROOM - 41ST FLOOR
Wednesday April 29 10:00 A.M.	OPENING OF FALL COLLECTION Also May 6 at 10:00. By reservation. Contact: 594-0870.	JEREMY BY ALAN PHILLIPS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday April 29 11:00 A.M.	OPENING OF FALL COLLECTION Also May 6 at 11:00. By reservation. Contact: 279-6250.	JENNIFER BY JEANNENE BOOHER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday April 29 12:00 Noon	OPENING OF FALL COLLECTION By reservation. Contact: 594-3000.	MORTON MYLES FOR MALCOLM CHARLES	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday April 29 2:00 P.M.	OPENING OF FALL COLLECTION Also May 5 at 2:00. By reservation. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER BY BELLE SAUNDERS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday April 29 4:00 P.M.	FALL COLLECTION BY ELINOR SIMMONS Also May 6 at 4:00. By reservation. Contact: 594-0030.	MALCOLM STARR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 29 7:30 P.M. Dinner	ANNUAL FASHION AWARD DINNER Awards will be presented to students by designer-critics: Donald Brooks, Erika Elias, Meredith Gladstone, Gunter, Stanley Herman, Victor Joris, John Moore, Norman Norell, Don Simonelli, Ann Webster, Chester Weinberg. Commentator: Eve Orton. Dinner at 9:00. (Black Tie) Reservations (\$25.00 each): PL. 9-2214 Ext. 35.	PARSONS SCHOOL OF DESIGN (410 EAST 54TH STREET)	HOTEL PLAZA GRAND BALLROOM
Thursday April 30 10:30 A.M.	PREVIEW OF FALL COLLECTION Preview of Bonnie Cashin's Fall collection for Philip Sills. By invitation. By appointment, beginning Monday, May 4. Contact: Arthur Sheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 246-4818.	PHILIP SILLS; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday April 30 11:30 A.M.	OPENING OF FALL COLLECTION Also May 7 at 11:30. By reservation. Contact: Jeanne Dionne, CH. 4-7522 or CH. 4-4950.	JERRY SILVERMAN BY SHANNON RODGERS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday April 30 12:30 P.M. Luncheon	52ND ANNUAL LUNCHEON SHOW New fashion concepts in knitwear and swimwear sponsored by: Allied Chemical, American Cyanamid, American Enka, American Wool Council, Bancroft, Celanese, Dow Badische, Du Pont, Eastman Chemical, American Viscose, Hystron, Malina, Monsanto, National Cotton Council, Phillips, Wool Bureau. Fashion Show Director: Mia Grau, PL. 5-1127. Price: \$15.00. Press by ticket only. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSN	WALDORF-ASTORIA GRAND BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 30 1:15 P.M.	OPENING OF FALL COLLECTION Also May 4 at 1:15. By reservation. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday April 30 4:00 P.M.	FALL COLLECTION BY RIZKALLAH By reservation. Contact: 594-0030.	MALCOLM STARR INTERNATIONAL	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Friday May 1 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 4, 5, 13 at 11:00. Contact: WI. 7-4968.	WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday May 4 9:00 A.M.	OPENING OF FALL COLLECTION Also May 11 at 11:00. By reservation. Contact: Ruth McLaughlin, WI. 7-9470.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday May 4 10:00 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 9:30. By reservation. Contact: WI. 7-4551.	TIFFEAU	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday May 4 11:00 A.M.	OPENING OF FALL COLLECTION Also May 7 at 11:00; May 14, 21 at 3:00. By reservation. Contact: LA. 4-3520.	TRAINA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday May 4 12:00 Noon	OPENING OF FALL COLLECTION Also May 6, 11, 13, 19 at 12:00 Noon. By reservation. Contact: LW. 4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
May 4	1:00 P.M., OSCAR DE LA RENTA BOUTIQUE PRESS PREVIEW (see below)		
Monday May 4 2:30 P.M.	OPENING OF FALL COLLECTION Also May 6, 11, 13, 19 at 2:30. By reservation. Contact: CH. 4-1872.	ALDRICH BY MARIE MCCARTHY	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday May 4 2:30 P.M.	FALL COLLECTION BY OLE BORDEN By reservation. Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday May 4 4:00 P.M.	OPENING OF FALL COLLECTION Also May 12, 19 at 2:00. By reservation. (Press Show: Mon., May 4, 1:00, by invitation.) Contact: Marilyn Pignoni, LA. 4-9350.	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 4 5:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 7, 12, 14 at 4:00, in showroom. By reservation. Contact: WI. 7-8235.	DONALD BROOKS (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Tuesday May 5 8:30 A.M. Coffee	PREVIEW OF FALL COLLECTION Preview of boutique ready-to-wear and leather collection by Pertegaz. (Repeat Show: Wed., May 6, 8:30 A.M.) For press and buyers, by invitation. Contact: Fernando Aleu, 730 Fifth Avenue, 581-3950.	PERTEGAZ (SPAIN)	SPANISH PAVILLION 57TH ST. & PARK AVE.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 5 10:00 A.M.	OPENING OF FALL COLLECTION Also May 7, 12, 14 at 10:00. By reservation.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR Contact: LA. 4-7626.
Tuesday May 5 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Joan Luchesi, 736-6180.	ADRI	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 5 11:00 A.M.	OPENING OF FALL COLLECTION Also May 13 at 11:00. By reservation. Contact: LA. 4-5923.	WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 5 11:30 A.M.	OPENING OF FALL COLLECTION Also May 12 at 11:30. By reservation. Contact: LO. 4-2155.	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 5 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 at 12:00 Noon. By reservation. Contact: LW. 4-0454.	BEENE BAZAAR	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday May 5 1:00 P.M.	OPENING OF FALL COLLECTION Also May 7, 11, 12, 18, 19, 15 at 1:00. By reservation. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 5 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-9115.	ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 5 3:30 P.M.	OPENING OF FALL COLLECTION Also May 7, 12, 14 at 2:30. By reservation. Contact: LA. 4-6968.	BILL BLASS FOR MAURICE RENTNER	PLACE TO BE ANNOUNCED
Tuesday May 5 4:00 P.M.	OPENING OF NEW COLLECTION By invitation only. Thereafter by appointment, 550 Seventh Avenue, 4th floor. Contact: Tita Curtis, WI. 7-8235.	BOUTIQUE DONALD BROOKS	WEAVERS CLUB 111 WEST 40TH STREET
May 6	1:00 A.M., CHESTER WEINBERG PRESS SHOW (see page 12)		
Wednesday May 6 10:30 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 10:30. By reservation. Contact: CH. 4-2616.	SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 6 11:00 A.M.	OPENING OF FALL COLLECTION Also May 12 at 11:00. By reservation. Contact: LO. 3-0988.	RODRIGUES FOR PETER CLEMENTS	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 6 3:00 P.M.	OPENING OF FALL COLLECTION Also May 7 at 1:30. By reservation. Contact: 594-5660.	LEO NARDUCCI	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 6 2:30 P.M.	OPENING OF FALL COLLECTION Also May 13 at 2:30. By reservation. Contact: Maria Finkle, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 6 4:00 P.M.	OPENING OF FALL COLLECTION Also May 11, 13, 19 at 4:00. By reservation. ( <u>Press Show: Wed., May 6, 9:00 A.M., by invitation.</u> )	CHESTER WEINBERG	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday May 7 10:30 A.M.	OPNNING OF FALL COLLECTION Also May 12, 14 at 10:30. ( <u>Press Show: May 7, 2:30, by invitation.</u> ) By reservation. Contact: Mabel Glemby, LA. 4-9350.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 8 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 at 12:00 Noon. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
May 7	2:30 P.M., OSCAR DE LA RENTA PRESS SHOW (see above)		
Thursday May 7 5:00 P.M. Cocktails	OPENING OF FALL COLLECTION <u>Show at 5:30.</u> By invitation. Thereafter by appointment, Suite 223, Hotel Plaza. Contact: 415-444-5070.	RICHARD TAM	HOTEL PLAZA WHITE & GOLD SUITE
Monday May 11 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: 244-2616.	WINSTON BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 12 5:15 P.M.	OPENING OF FALL COLLECTION By invitation only. Thereafter by appointment, Suite 1101. Contact: Sylvan Rich, 110 E. 9th St., Los Angeles, 213-623-3338.	JON MANDL FOR RICHARD TAM II	HOTEL GOTHAM BALLROOM
Beginning Tuesday May 12	OPENING OF ALL- SEASONS COLLECTION Continuous showings. Contact: Helen Feinstein, LO. 3-6143.	RIKKI FOR SPORT TRIO	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 13 11:00 A.M.	OPENING OF FALL COLLECTION Also May 14 at 11:00. By reservation. Contact: 524-3813.	STAN HERMAN FOR MR. MORT	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday May 14 3:00 P.M.	OPENING OF FALL COLLECTION <u>Press Show: Mon., May 18, 3:00.</u> By invitation. Contact: Dorothy Hermé, CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday May 18 4:00 P.M.	SHOWING OF FALL COLLECTION By reservation. Contact: LO. 3-1600.	TRIGERE	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday May 19 3:45 P.M. Cocktails	FALL '70 HOME SEWING SHOW "A Stitch in Time". For merchandise managers, piece goods buyers, press. <u>Show at 4:15.</u> By invitation. Contact: Helen Boyd, 564-2900.	CROMPTON-RICHMOND (1071 SIXTH AVENUE)	HOTEL PLAZA GRAND BALLROOM



# 1971

## JANUARY

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## FEBRUARY

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## MARCH

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## APRIL

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## NOVEMBER

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## DECEMBER

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